



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 841529

Schedule Dates 09/24/12-09/30/12
Advertiser Pat McCrory for NC Governor (26626)
Agency/T-Code Smart Media Group (7611)/788239874
Product Political - State Governor (1177)
Brand 924930 REPUBLICAN NC GOV (173663)
Salesperson Nesci, Mark (3195)
Sales Office HRP - Washington DC
Buyer Name HANLEN,LINDSAY
Phone/Fax (919) 424-7128 /
CPE MCCRO/ORDR/924930
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOVERNOR

Date Entered 07/10/12
Last Modified 09/21/12
Entered By Melissa Welch
CO-OP No
Headline # 06218598
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,691.05
Net Total \$20,915.95
Sales Tax

Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Sep. 2012	42	\$24,607.00
Grand Total:	42	\$24,607.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	10P- Dateline NBC						1			1	\$1,350.00	\$1,350.00	Charlotte (WCNC) (WCNC)	DATeline	7/10/12
2.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
3.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	11:59A- 12:30P (ET)						1			1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	6:30P- 6:59P (ET)						1			1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
6.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	6:58A- 9A (ET)						1			1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
7.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	10P- Revolution		1							1	\$2,500.00	\$2,500.00	Charlotte (WCNC) (WCNC)		7/10/12
8.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11P- 11:34P (ET)		1							1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
9.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
10.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11:59A- 12:30P (ET)		1							1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
11.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	6:30P- 6:59P (ET)		1							1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
13.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	6:58A- 9A (ET)		1							1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
15.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	6P- 6:30P (ET)								1	1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	SUNDAY WEEKEND NEWS	7/10/12
17.0	Normal Line / SPOT	09/27/12-09/27/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
18.0	Normal Line / SPOT	09/27/12-09/27/12	4	:30	11:34P- 12:37A (ET)						1			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



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19.0	Normal Line / SPOT	09/27/12-09/27/12	4	:30	11:59A- 12:30P (ET)					1				1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
20.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	6:30P- 6:59P (ET)					1				1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
22.0	Normal Line / SPOT	09/27/12-09/27/12	4	:30	6:58A- 9A (ET)					1				1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
23.0	Normal Line / SPOT	09/25/12-09/25/12	4	:30	11P- 11:34P (ET)			1						1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
24.0	Normal Line / SPOT	09/25/12-09/25/12	4	:30	11:34P- 12:37A (ET)			1						1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
25.0	Normal Line / SPOT	09/25/12-09/25/12	4	:30	11:59A- 12:30P (ET)			1						1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
26.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	6:30P- 6:59P (ET)			1						1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
28.0	Normal Line / SPOT	09/25/12-09/25/12	4	:30	6:58A- 9A (ET)			1						1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
29.0	Normal Line / SPOT	09/26/12-09/26/12	4	:30	11P- 11:34P (ET)				1					1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
30.0	Normal Line / SPOT	09/26/12-09/26/12	4	:30	11:34P- 12:37A (ET)				1					1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
31.0	Normal Line / SPOT	09/26/12-09/26/12	4	:30	11:59A- 12:30P (ET)				1					1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
32.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	6:30P- 6:59P (ET)				1					1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
33.0	Normal Line / SPOT	09/26/12-09/26/12	4	:30	6:58A- 9A (ET)				1					1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
35.0	M/G For 12.0.1 / SPOT	09/24/12-09/24/12	4	:30	6:59P- 7:30P (ET)		1							1	\$1,260.00	\$1,260.00	Charlotte (WCNC) (WCNC)	JEOPARDY	9/21/12

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36.0	M/G For 14.0.1 / SPOT	09/24/12-09/24/12	4	:30	7:30P- 7:58P (ET)		1							1	\$1,395.00	\$1,395.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	9/21/12
37.0	M/G For 21.0.1 / SPOT	09/27/12-09/27/12	4	:30	6:59P- 7:30P (ET)					1				1	\$1,260.00	\$1,260.00	Charlotte (WCNC) (WCNC)	JEOPARDY	9/21/12
38.0	M/G For 27.0.1 / SPOT	09/25/12-09/25/12	4	:30	6:59P- 7:30P (ET)			1						1	\$1,260.00	\$1,260.00	Charlotte (WCNC) (WCNC)	JEOPARDY	9/21/12
39.1	M/G For 34.0.1 / SPOT	09/26/12-09/26/12	4	:30	7:30P- 7:58P (ET)				1					1	\$1,395.00	\$1,395.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	9/21/12
40.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	5:58A- 6:58A (ET)	4	X	X	X	X	X				\$630.00		Charlotte (WCNC) (WCNC)		9/21/12
40.0.1	Preempt	09/24/12															Charlotte (WCNC) (WCNC)	S/I-Per Manager/Spot -Wrong rate	
40.0.2	Preempt	09/25/12															Charlotte (WCNC) (WCNC)	S/I-Per Manager/Spot -Wrong rate	
40.0.3	Preempt	09/26/12															Charlotte (WCNC) (WCNC)	S/I-Per Manager/Spot -Wrong rate	
40.0.4	Preempt	09/27/12															Charlotte (WCNC) (WCNC)	S/I-Per Manager/Spot -Wrong rate	
41.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	10A- 11A (ET)	4	X	X	X	X	X			4	\$135.00	\$540.00	Charlotte (WCNC) (WCNC)		9/21/12
42.1	Normal Line / SPOT	09/25/12-09/25/12	4	:30	7:58P- The Voice			1						1	\$2,547.00	\$2,547.00	Charlotte (WCNC) (WCNC)		9/21/12
43.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	5:29P- 5:59P (ET)		1	1	1	1	1			5	\$270.00	\$1,350.00	Charlotte (WCNC) (WCNC)		9/21/12

CONFIRMATION CONTRACT

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